

IN THE CLAIMS:

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Cancelled)

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Cancelled)

12. (Cancelled)

13. (Cancelled)

14. (Currently Amended) A method of manufacturing a clean release magnet, said method comprising the steps of:

printing information on a label layer having adhesive on at least one surface, thereby denoting a first layer;

affixing a pressure sensitive carrier layer, having a clean release adhesive on a first surface and an adhesive on a second surface, to a magnet layer, to thereby denote a second layer; and

affixing said first layer to said second layer, adjacent said magnet layer, to thereby denote a third layer, and simultaneously cutting said third layer to a predetermined depth,

wherein said magnet layer is one of non-tacky and slightly-tacky when removed from said pressure sensitive carrier layer, and a surface of said magnet layer is exposed when removed from said pressure sensitive carrier layer such that when said exposed surface is magnetically attached to a metal surface, said exposed surface directly contacts the metal surface.

15. (Original) A method according to claim 14, wherein said adhesive on said second surface is one of a permanent adhesive and a clean release adhesive.

16. (Original) A method according to claim 14, wherein said label layer is self-adhering.

17. (Original) A method according to claim 14, wherein said label layer is at least one of plain paper, embossed or glossy paper, PVC (Polyvinyl Chloride), PET (Polyethylene Terephthalate) and Tyvek.

18. (Original) A method according to claim 14, wherein said magnet layer is one of flexible and rigid.

19. (Original) A method according to claim 14, wherein said pressure sensitive carrier layer is one of clear, opaque and having printing thereon.

20. (Original) A method according to claim 14, wherein at least one section of said pressure sensitive carrier layer is at least one of clear, opaque and has printing thereon.

21. (Original) A method according to claim 14, wherein said pressure sensitive carrier layer has a releasable backing layer affixed thereto.

22. (Original) A method according to claim 14, wherein said cutting is performed by die-cutting said third layer.

23. (Original) A method according to claim 14, wherein said cutting step separates said third layer into a usable product matrix and a waste product matrix, said method further comprising the step of discarding simultaneously said waste product matrix.

24. (Original) A method according to claim 21, wherein said predetermined depth is defined by a distance from a top of said clean release magnet to a bottom of said clean release magnet, excluding a thickness of said backing layer.

25. (Original) A method according to claim 14, further comprising the step of automatically applying said clean release magnet to a product.

26. (Original) A method according to claim 25, wherein said product is a postcard mailer.

27. (Original) A method according to claim 14, wherein said steps of printing, affixing said pressure sensitive carrier layer, affixing said first layer and cutting are automatically performed by a machine.

28. (New) A method of manufacturing a clean release magnet, said method comprising the steps of:

providing a label layer having adhesive on at least one surface, thereby denoting a first layer;

affixing a pressure sensitive carrier layer, having a clean release adhesive on a first surface and an adhesive on a second surface, to a magnet layer, to thereby denote a second layer; and

affixing said first layer to said second layer, adjacent said magnet layer, to thereby denote a third layer, and simultaneously cutting said third layer to a predetermined depth,

wherein said magnet layer is one of non-tacky and slightly-tacky when removed from said pressure sensitive carrier layer, and a surface of said magnet layer is exposed when removed from said pressure sensitive carrier layer such that when said exposed surface is

magnetically attached to a metal surface, said exposed surface directly contacts the metal surface.

29. (New) A method according to claim 28, wherein said adhesive on said second surface is one of a permanent adhesive and a clean release adhesive.

30. (New) A method according to claim 28, further comprising the step of automatically applying said clean release magnet to a product.